



# Hy-Line®

www.hyline.com

*Genetic Excellence®*

**Job Title:** Marketing Specialist

**Location:** Hy-Line International – Dallas Center, IA

**Job Type:** Monday - Friday (+-30 hours/week)

**Duration:** Permanent

## About Us:

Founded in 1936, Hy-Line International was the first of the modern layer genetics companies to incorporate hybridization and the explosive potential of hybrid vigor into its breeding program on a commercial scale and to use it alongside time tested methods of genetic selection coupled with scientific statistical analysis to develop and improve one of the world's most extensive gene pools.

## Job Summary:

The Marketing Specialist will assist in the development and execution of marketing campaigns, content creation, social media management, and market research. This role offers hands-on experience in the poultry industry and provides an opportunity to work closely with experienced professionals in marketing and agribusiness.

## Key Responsibilities:

- Assist in creating and scheduling content for social media platforms (Facebook, Instagram, LinkedIn, etc.).
- Conduct market research and analyze trends to identify potential marketing opportunities.
- Support the development of promotional materials, including flyers, email campaigns, and website content.
- Help maintain and update the company's website with news, blog posts, and product information.
- Assist in coordinating marketing events, trade shows, and community outreach programs.
- Monitor and report on campaign performance using analytics tools.
- Collaborate with cross-functional teams to align marketing efforts with business objectives.
- CRM maintenance.
- Perform other marketing-related tasks as needed.

## Qualifications:

- Currently pursuing or recently completed a degree in Marketing, Communications, Business, Agriculture, or a related field.
- Strong written and verbal communication skills.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint) and familiarity with social media platforms.
- Experience with graphic design tools (e.g., Canva, Adobe Suite, Photoshop) is a plus.
- Detail-oriented with excellent organizational skills.
- Ability to work independently and as part of a team.